CLAIMS

1.   A print head comprising a print valve and a print
valve control means, the print valve control means
comprising a first data input line to receive print data;
memory means to store the received print data; processing
means to process the stored print data, wherein the
processing means, in use,

        (a)   divides the print data into a plurality of sub-
elements;

        (b)   writes each print data sub-element to respective
memory means locations within the memory means;

        (c)   sequentially reads each print data sub-element
from the memory means; and

        (d)   activates the print valve in accordance with the
print data sub-elements.

2.   A print head according to claim 1, wherein the
respective memory means locations are configured such
that, in use, each memory sub-element is read from the
memory means a substantially constant time period after
the preceding memory sub-element.

3.   A print head according to claim 2, wherein, in use,
the processor changes the value of the time period.

4.   A print head according to any preceding claim,
wherein, in use, the print head can be rotated to a first
orientation.

5.   A print head according to claim 4, wherein, in use, the processor changes the value of the time period so that a printed image is printed at a second orientation.

5   6.   A print head according to any preceding claim, wherein the memory means locations are over-written by the processor following the sequential print data read.

7.   A method of printing an image with a print head, the 10   method comprising the steps of:

(a)   rotating the print head to a desired angle from the vertical;

(b)   generating a raster signal representing the image to be printed;

15   (c)   dividing the raster signal into a plurality of sub-elements;

(d)   writing each raster signal sub-element into respective memory means locations within a memory means;

(e)   sequentially reading each raster signal sub-20   element from the memory means; and

(f)   printing each raster signal sub-element from a print head, the printed image having a substantially vertical orientation.

25   8.   A method of printing an image, the method comprising the steps of:

(a)   generating print data representing the image to be printed;

(b)   dividing the print data into a plurality of sub-30   elements;

(c) writing each print data sub-element into respective memory means locations;

(d) sequentially reading the memory means; and

(e) printing an image by activating a print valve in
5   accordance with print data sub-element read from the memory means.

9   A method according to claim 8, wherein during step (d) the respective memory means locations are configured
10   such that each memory sub-element is read from the memory means a substantially constant period of time after the preceding memory sub-element.

10. A method according to claim 9, wherein step (d)
15   further comprises changing the value of the time period.

11. A method according to any of claims 8 to 10, wherein the method comprises the further step of

(f) rotating the print head first orientation; step
20   (f) being performed before step (e).

12. A print head according to claim 11, wherein step (d) further comprises changing the value of the time period so that a printed image is printed at a second orientation.

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13. A method according to any of claims 8 to 12, wherein the method comprises the further step of

(g) over-writing the memory means locations following the reading of the sequential print data.